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575 LEXINGTON AVENUE
NEW YORK, NY 10022
212.508.9600 P 212.751.9710 F
WWW.MAKOVSKY.COM

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CONTACT: Gene Marbach, Makovsky + Company / 212-508-9645

PRSA-NY Honors Three Top Practitioners

Ken Makovsky to Receive Hill Award at Big Apple Awards in May; Emmanuel Tchividjian and Jeanne Salvatore Also to be Honored

NEW YORK, NY, May 2, 2007 — The Public Relations Society of America's New York Chapter (PRSA-NY) today announced the winners of the Chapter's three prestigious awards for public relations professionals whose contributions demonstrate outstanding leadership in the industry. The awards will be conferred during the Chapter's 20th Annual Big Apple gala awards ceremony on Wednesday, May 23, 2007, honoring public relations professionals in the tri-state area for individual accomplishments and execution of outstanding campaigns.

Kenneth D. Makovsky, president of Makovsky + Company, will receive the 2007 John W. Hill Award, the Chapter's most prestigious individual award. Named for the founder of Hill & Knowlton and conferred annually since 1977, it is presented for leadership in the practice of public relations, demonstration of the highest standards of ethical conduct, and service to the public. "No one is more deserving of the Hill Award than Ken Makovsky," said Barbara M. Burns, president of PRSA-NY. "Not only is he the founder of an extremely well-regarded independent public relations firm and a pioneer of agency specialization," she said, "he has added considerable intellectual capital to the business of public relations and generously donated his time and talent to a number of important human rights, higher education and economic development organizations."

"I am humbled and deeply honored by this recognition from the public relations industry," Makovsky said. "I have always believed that being an agent for communication — especially between a corporation and its constituencies — is a sacred trust." An attorney who traded his JD for an APR, Ken never lost the trial lawyer's conviction that true professional success is comprised equally of book learning, street smarts and the drive to win. Bitten by the business bug in his undergraduate years at Washington University (St. Louis), he moved to Manhattan, where he spent nearly twelve years at two of the nation's leading PR firms before founding Makovsky + Company in 1979.

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Makovsky's firm has frequently been recognized by the trade media in a wide variety of categories, ranging from "Best to Work For" and "Most Admired by Peers" to "Top Business-to-Business," "Best Managed," "Top Investor Relations" and "Top Strategic Counseling" agencies.

Emmanuel Tchividjian, senior vice president and chief ethics officer at Ruder Finn, and executive director of the company's Ethics Consulting practice, will receive the Philip Dorf Award. Instituted in 1995, this award recognizes PRSA-NY members who have an outstanding record of mentoring. It honors the memory of Philip Dorf, who during his long and distinguished career was an inspiration and mentor to countless young professionals.

Emmanuel joined Ruder Finn in 1997 and worked on the Government of Switzerland's account on issues relating to World War II and the Holocaust. He is a member of the Ethics & Compliance Officers Association, the national professional association for managers of ethics and compliance programs. He is the past president and ethics officer of PRSA-NY as well as a member (ex-officio) of the National Board of Ethics and Professional Standards. He also is a member of the French-American and Swiss-American Chambers of Commerce.

Jeanne Salvatore, senior vice president for Public Affairs at the Insurance Information Institute, is the recipient of the 2007 President's Award, which honors contributions to PRSA-NY. She served as president of PRSA-NY in 2000, and created a series of seminars on media relations for the chapter. She holds a B.A. in English from Villanova University and an M.A. in Communications from Columbia University, and is an adjunct professor in the graduate school of Mass Communications at Iona College and Columbia University.

Join PRSA-NY in celebrating the highest standards of professional practice and public service at the Big Apple Awards in a gala ceremony on Wednesday, May 23, at the Rainbow Room in Rockefeller Center.

For more information or to purchase tickets, visit www.prsany.org.

About PRSA-NY

The Public Relations Society of America, New York City Chapter, is one of the founding chapters of the PRSA, the world's largest professional organization for public relations practitioners. PRSA-NY was founded in 1948 and is the third largest PRSA local chapter in the United States. The chapter serves the interests of public relations professionals working in business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Chapter board and committee members are volunteer public relations professionals who work in the NYC metropolitan area. Grace Leong, president of Hunter PR, is chair of the PRSA-NY Awards Committee.